

Message Text

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E. O. 11652: N/ A

TAGS: PFOR, UR, US

SUBJECT: SOVIET MEDIA EUPHORIA ON U. S.

1. IMPRESSIVE SOVIET MEDIA CAMPAIGN TO BUILD UP BREZHNEV VISIT AND DISPLAY OF UNBRIDLED OPTIMISM ABOUT FUTURE US- USSR RELATIONS NEARING CRESCENDO LEVEL ON EVE OF BREZHNEV DEPARTURE. HEAVY EMPHASIS GIVEN TO US ANTICIPATION OF VISIT SUCH AS RECENT STATEMENTS BY PRESIDENT NIXON AND SECRETARY ROGERS' TASS INTERVIEW (WHICH IZVESTIA CARRIED IN FULL JUNE 14, AND PRAVDA IN SOMEWHAT ABBREVIATED FROM JUNE 15).

2. PRESIDENT NIXON' S REMARKS ON US- SOVIET RELATIONS AT FLORIDA TECH AND ON TELEVISION JUNE 14 WERE CARRIED ON PAGE ONE OF PRAVDA, AS WAS ACCOUNT OF UNPRECEDENTED BREZHNEV PRESS CONFERENCE FOR AMERICAN CORRESPONDENTS ON JUNE 14. PRESS CONFERENCE WAS CALLED ON SHORT, THREE- HOUR NOTICE, AND LASTED THREE AND ONE- HALF HOURS. ELEVEN US CORRESPONDENTS ATTENDED.

3. ALL CENTRAL PAPERS, ESPECIALLY PRAVDA, IZVESTIA AND JUNE 13 LITERATURNAYA GAZETA, AWASH WITH FAVORABLE ARTICLES ABOUT US AND US- USSR RELATIONS. QUAIN T HUMAN INTEREST STORIES APPEARING SUCH AS ACCOUNT OF JUNE 8 MOSKOVSKIY KOMSOMOLETS
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OF RUSSIAN GENERAL TUCHIN WHO FOUGHT FOR UNION SIDE DURING AMERICAN CIVIL WAR. IZVESTIYA OF JUNE 12 CARRIED LONG STORY BEGINNING ON PAGE ONE ABOUT 1918 LENIN PROPOSAL TRANSMITTED THROUGH U. S. RED CROSS REPRESENTATIVE IN RUSSIA FOR PURCHASING THREE BILLION DOLLARS WORTH OF AMERICAN GOODS IN EXCHANGE FOR RAW MATERIALS. PRAVDA OF JUNE 14 HAD LONG SENTIMENTAL ACCOUNT OF AMERICAN BOMBER PILOT'S EXPERIENCES WITH THE RED ARMY IN 1945 AFTER BEING SHOT DOWN OVER BERLIN AND RESCUED BEHIND RUSSIAN LINES.

4. PRAVDA HAS CONSISTENTLY CARRIED LONG COMMENTARY PIECES ON US- USSR COOPERATION IN AREAS OF CULTURE JUNE 10, HEALTH JUNE 11, TRADE JUNE 13, 14, AND SCIENCE AND TECHNOLOGY JUNE 15. KOMSOMOLSKAYA PRAVDA CONTINUES FAVORABLE SERIES OF TRAVEL ARTICLES ON U. S. BY VASILY PESKOV WITH LONG ARTICLE ON YELLOWSTONE PARK, JUNE 15.

5. WATERGATE DEVELOPMENTS CONTINUE TO GO UNREPORTED SINCE MAY 22, PRESIDENT'S ECONOMIC MESSAGE OF JUNE 13 REPORTED WITH COMMENT ABOUT STEEP INFLATION IN US.

6. CHARGE'S INTERVIEW WITH ENGLISH- LANGUAGE MOSCOW NEWS APPEARED IN JUNE 16 ISSUE AS PROVIDED IN WRITING TO NEWS CORRESPONDENT ON JUNE 8. (TEXT BEING POUCHED TO EUR/ SOV.)

7. U. S. TELEVISION SERIES DAKTARI CURRENTLY BEING SHOWN DAILY ON FIRST PROGRAM. OTHER TV FIRSTS INCLUDE SCHEDULED COVERAGE ON JUNE 20 OF AN EXHIBITION OF AMERICAN PRINTS AT MOSCOW'S HOUSE OF FRIENDSHIP AND A ONE - HOUR CONCERT BY THE " PITTSBURGH UNIVERSITY FOLKLORE ENSEMBLE" ON JUNE 21. BREZHNEV'S VISIT TO THE US WILL BE COVERED TWICE DAILY ON MOSCOW TELEVISION; FROM 11 TO 12:00 IN THE MORNING AND ON THE 30 MINUTE EVENING " VREMYA" NEWS SHOW.
DUBS

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